



Inventology: How We Dream Up Things That Change the World

By Pagan Kennedy

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Find out where great ideas come from.

A father cleans up after his toddler and imagines a cup that won't spill. An engineer watches people using walkie-talkies and has an idea. A doctor figures out how to deliver patients to the operating room before they die.

By studying inventions like these — the sippy cup, the cell phone, and an ingenious hospital bed — we can learn how people imagine their way around "impossible" problems to discover groundbreaking answers. Pagan Kennedy reports on how these enduring methods can be adapted to the twenty-first century, as millions of us deploy tools like crowdfunding, big data, and 3-D printing to find hidden opportunities.

Inventology uses the stories of inventors and surprising research to reveal the steps that produce innovation. As Kennedy argues, recent advances in technology and communication have placed us at the cusp of a golden age; it's now more possible than ever before to transform ideas into actuality. *Inventology* is a must-read for designers, artists, makers—and anyone else who is curious about creativity. By identifying the steps of the invention process, Kennedy reveals the imaginative tools required to solve our most challenging problems.

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Editorial Review

Review

"A delightful account of how inventors do what they do." ---Kirkus Starred Review

From the Inside Flap

Find out where great ideas come from.

A doctor realizes that an innocent-looking tube is killing his patients. A father cleans up after his toddler and builds a sippy cup that won't spill. An engineer dreams of a different world and pioneers the cell phone.

By studying breakthroughs like these, we can learn how people imagine their way around impossible problems to discover groundbreaking answers. Pagan Kennedy reports on how enduring methods of invention can be adapted to the twenty-first century, as millions of us deploy tools like crowdfunding, big data, and 3-D printing to address our needs or realize our dreams.

Inventology draws on fresh research and the surprising stories behind many inventions old and new to reveal the steps that most reliably produce discovery. As Kennedy shows, recent advances in technology and communication have placed us at the cusp of a golden age; it's now more possible than ever before to transform ideas into actuality. This myth-shattering book is a must-read for anyone who is eager to understand how the most amazing, important new things come into the world.

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From the Back Cover

No doubt *Inventology* will be marketed to the creative business class, but there's ample interest here even for readers who aren't actively inventing anything. *Boston Globe*

A doctor realizes that an innocent-looking tube is killing his patients, then reads a newspaper article that inspires him to create a better version that serves as an early warning system for infections. A father cleans up after his toddler and builds a sippy cup that won't spill. An engineer dreams of a different world and pioneers the cell phone.

By studying breakthroughs like these, we can learn how people imagine their way around impossible problems to discover groundbreaking answers. Pagan Kennedy reports on how enduring methods of invention can be adapted to the twenty-first century, as millions of us deploy tools like crowdfunding, big data, and 3-D printing to address our needs or realize our dreams. Drawing on fresh research and the surprising stories behind many inventions old and new to reveal the steps that most reliably produce discovery, *Inventology* is a myth-shattering book and a must-read for anyone who is curious about creativity and the mental leaps required to solve our most challenging problems.

Inventology may be a real science; researchers are beginning to study it, and teachers are teaching it . . . A delightful account of how inventors do what they do. *Kirkus Reviews*, starred review

Offers a new perspective into the process of invention that will inform and illuminate. *Publishers Weekly*

PAGAN KENNEDY was the *New York Times Magazine*'s Who Made That? columnist and is the author of the *New York Times* Notable Book *Black Livingstone*, the Barnes & Noble Discover pick *Spinsters*, and other

books. Her work has appeared in the *Boston Globe*, *Dwell*, *The Nation*, and elsewhere.

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Users Review

From reader reviews:

Judith Joiner:

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Bradley Loy:

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Florence Nguyen:

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